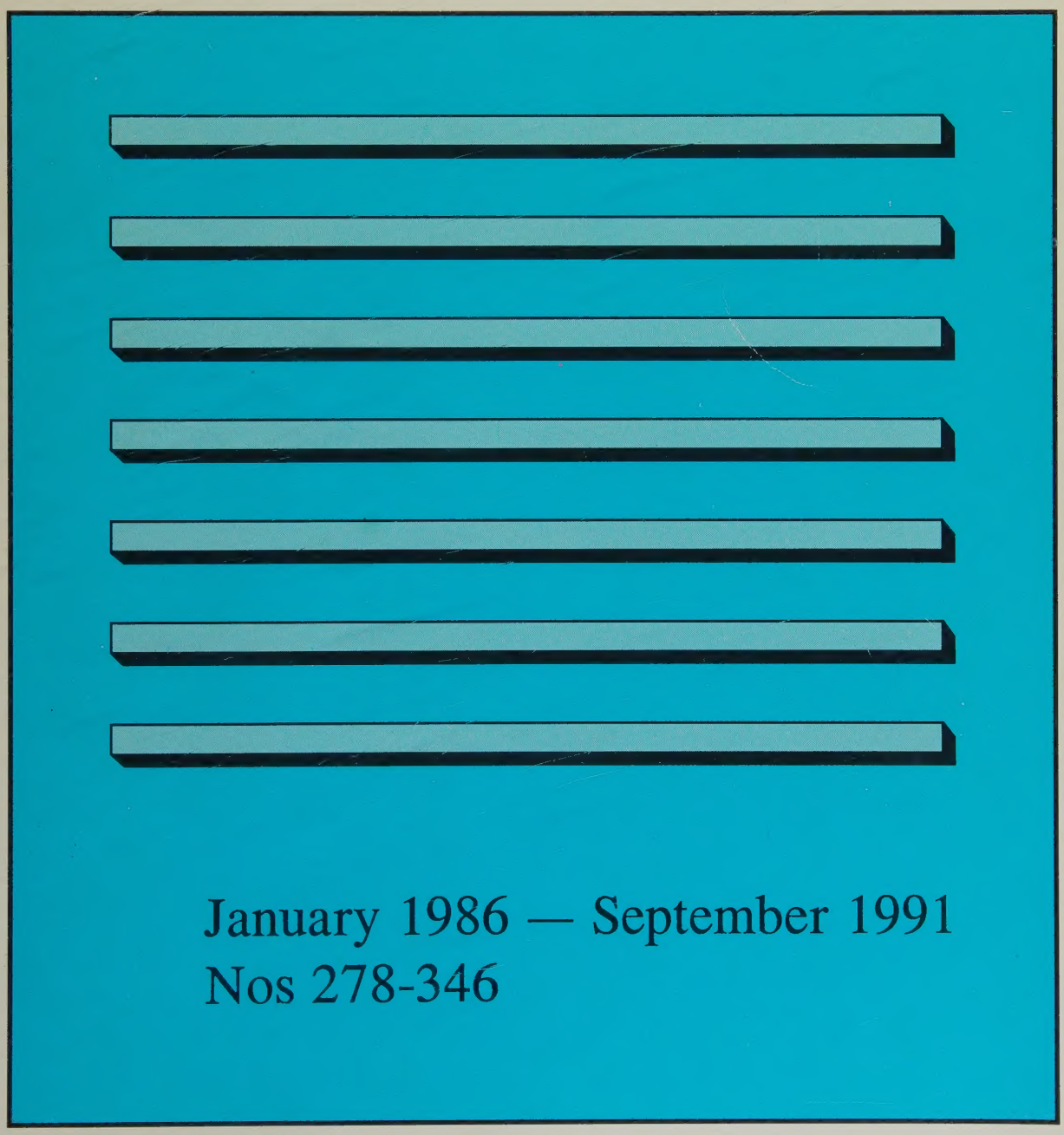
HF
5415
.12
E8
M38

The Economist
Intelligence Unit

Marketing in Europe Index

U.I.C.
OCT 1 0 1991
LIBRARY



January 1986 — September 1991
Nos 278-346

Business International
GLOBAL BUSINESS INFORMATION AND ADVICE

Marketing in Europe

MONTHLY
Editor: Graham Lewis
Assistant Editor: Steve Carruthers

Contains detailed studies of markets for consumer products in France, West Germany, Italy, Belgium and the Netherlands. Other European markets are occasionally featured.

Published since 1962, **Marketing in Europe** provides a systematically updated reference library on consumer markets. Each of the three issues in a quarter is primarily devoted to a single group of products in the sequence:

- **Food, Drink, Tobacco**
  JANUARY, APRIL, JULY, OCTOBER
- **Clothing, Furniture, Leisure Goods**
  FEBRUARY, MAY, AUGUST, NOVEMBER
- **Chemists' Goods, Household Goods, Domestic Appliances**
  MARCH, JUNE, SEPTEMBER, DECEMBER

A comprehensive annual index, updated monthly, is included with every subscription.

Issues are of uniform layout and each contains:

- **Trade Reviews:** a total of a 30 a year cover broad product sectors in France, West Germany, Italy, Belgium and the Netherlands and deal with production, consumption, trade information and market features.
- **Market Surveys:** Normally three in each issue, analyse the current structure and characteristics of particular national consumer markets: production; exports and imports; consumption; brand shares; profiles of leading producers/brands; distribution; marketing policies; trends and prospects. There are occasional detailed reports on retail distribution and profiles of leading retailers.
- **EC Member States:** background information on area, population, GDP, consumer prices and dollar and sterling exchange rates.

SUBSCRIPTIONS all inclusive of postage (from Jan 1, 1991)
It is possible to subscribe to issues in one, two or three product groups as listed above (ie four, eight or twelve issues a year). Subscribers to the full, monthly *Marketing in Europe* service benefit from a substantial discount, as shown in the following table of subscription rates.

	Europe, Middle East & Africa (£)	**The Americas & Asia/Pacific (US$)**
Full subscription (all three groups):		
12 issues per year	458	867
Subscription to two groups of products:		
8 issues per year	376	712
Subscription to one group of products:		
4 issues per year	235	445
Single copy of any issue	110	205

The Economist
Intelligence Unit

Marketing in Europe Index

ISSN 0025-3723

CONTENTS

2 Subscription Rates

4 Annual Trade Review Schedule

5 Key to Issue Numbers

6 Alphabetical List of Product Groups Covered in Trade Reviews

8 Alphabetical Index of Market Surveys

13 Alphabetical Index of Retailer Profiles

14 Index of Market Surveys and Retailer Profiles by Country

January 1986 — September 1991
Nos 278-346

The Economist Intelligence Unit
40 Duke Street
London W1A 1DW

MARKETING IN EUROPE (MIE) is a monthly publication providing detailed, independent studies of markets for specific consumer products and services in Europe. The countries covered are the original six EC countries (the former West Germany, France, Italy, Belgium, Luxembourg and the Netherlands). Other continental markets are occasionally featured, while the UK is covered by a separate publication, RETAIL BUSINESS.

Subscription Rates

(from Jan 1, 1992)
All inclusive of postage

	Europe, Middle East & Africa (£)	The Americas & Asia/Pacific (US$)
Full subscription (all three groups): 12 issues per year	525	995
Two groups only: 8 issues per year	430	815
One group only: 4 issues per year	270	510
Single copy of any issue	125	240

PUBLICATION FORMAT

A year's subscription comprises a total of twelve issues, sub-divided into three groups of four quarterly issues. Each group covers a carefully defined product field and can be subscribed to separately by those who do not require information on the other two product groups.

The three product groups are:
1. Food, Drink, Tobacco (January, April, July, October)
2. Clothing, Furniture, Leisure Goods (February, May, August, November)
3. Chemists' Goods, Household Goods, Domestic Appliances (March, June, September, December)

Each issue contains:

- **Basic Statistical Data.** Area, population, gross domestic product, consumer prices and currency values for all EC member states.

- **Trade Reviews.** Broad product sectors in individual EC countries are reviewed each month: basic market data are brought up to date and the latest trends highlighted. A total of 30 Trade Reviews are published systematically each year. The annual Trade Reviews enable subscribers to monitor markets in which they are interested.

- **Market Surveys.** Each issue usually contains three Market Surveys, providing in-depth analysis of the market for a specific product or product group.

© Economist Intelligence Unit

TRADE REVIEWS

Trade Reviews are scheduled on a regular annual pattern according to product group and according to country. In this way, (the former) West Germany is grouped with Italy, and Belgium with France and the Netherlands.

Each Trade Review has three sections - Market Size, Market Features and Prospects. Under MARKET SIZE, basic data on production, foreign trade and consumption are brought up to date. MARKET FEATURES cover recent developments in the sector concerned and highlight aspects of the market such as advertising and promotion (expenditure, media, methods); manufacturers (size, market shares, mergers); price movements; distribution and margins (number and size of outlets, share of channels and outlets in sales, mark-ups); consumption patterns (ownership levels, per caput consumption, socio-economic breakdown of demand); and product development (new product lines). PROSPECTS sections assess future developments in the light of economic and market factors.

MARKET SURVEYS

Information is provided under the following main headings:

Production	Market Shares
Foreign Trade	Distribution
Market Size and Trends	Prices and Margins
Consumption Patterns	Advertising and Promotion
Manufacturers	Prospects
Brands	

(NB: Market Surveys were formerly called "Special Reports". They have exactly the same format as the former special reports; the new name is being used to distinguish them from the EIU's other special reports which are separate volumes dedicated to individual subjects, rather than regular publications.)

RETAILING AND RETAILER PROFILES

Some issues contain studies of **Retail Distribution** and **Retailer Profiles**.

AVAILABILITY OF ISSUES

Back copies are available from Subscriptions Department, The Economist Intelligence Unit Ltd, PO Box 154, Dartford Trade Park, Unit 151, Hawley Road, Dartford, Kent DA1 1QB.

INDEX TO NUMBERS 1-277

An index to issues before No 278 January 1986 of *Marketing in Europe* is available from EIU offices.

KEY TO COUNTRIES

B	Belgium	A	Austria
F	France	D	Denmark
N	Netherlands	Ir	Irish Republic
G	West Germany	P	Portugal
Gr	Greece	S	Spain
I	Italy		

© Economist Intelligence Unit

Annual Trade Review Schedule

Month	Countries	Product Group	Topic
Jan	GI	Food, Drink, Tobacco	Non-Alcoholic & Alcoholic Beverages (2-part)
Feb	BFN	Clothing, Furniture, Leisure Goods	Furniture & Furnishings (2-part)
Mar	GI	Chemists' Goods, Household Goods, Domestic Appliances	Pharmaceuticals, Cosmetics & Toiletries, Cleaning Products (3-part)
Apr	BFN	Food, Drink, Tobacco	Processed & Preserved Foods, Confectionery & Bakery Products (2-part)
May	GI	Clothing, Furniture, Leisure Goods	Clothing & Footwear (2-part)
Jun	BFN	Chemists' Goods, Household Goods, Domestic Appliances	Domestic Appliances & Audio Visual Equipment (2-part)
Jul	GI	Food, Drink, Tobacco	Processed & Preserved Foods, Confectionery & Bakery Products (2-part)
Aug	BFN	Clothing, Furniture, Leisure Goods	Clothing & Footwear (2-part)
Sep	GI	Chemists' Goods, Household Goods, Domestic Appliances	Domestic Appliances & Audio Visual Equipment (2-part)
Oct	BFN	Food, Drink, Tobacco	Non-Alcoholic & Alcoholic Beverages (2-part)
Nov	GI	Clothing, Furniture, Leisure Goods	Furniture & Furnishings (2-part)
Dec	BFN	Chemists' Goods, Household Goods, Domestic Appliances	Pharmaceuticals, Cosmetics & Toiletries, Cleaning Products (3-part)

© Economist Intelligence Unit

Key to Issue Numbers

Issue	Date		Issue	Date		Issue	Date	
278	Jan	1986	301	Dec	1987	324	Nov	1989
279	Feb	1986	302	Jan	1988	325	Dec	1989
280	Mar	1986	303	Feb	1988	326	Jan	1990
281	Apr	1986	304	Mar	1988	327	Feb	1990
282	May	1986	305	Apr	1988	328	Mar	1990
283	Jun	1986	306	May	1988	329	Apr	1990
284	Jul	1986	307	Jun	1988	330	May	1990
285	Aug	1986	308	Jul	1988	331	Jun	1990
286	Sep	1986	309	Aug	1988	332	Jul	1990
287	Oct	1986	310	Sep	1988	333	Aug	1990
288	Nov	1986	311	Oct	1988	334	Sep	1990
289	Dec	1986	312	Nov	1988	335	Oct	1990
290	Jan	1987	313	Dec	1988	336	Nov	1990
291	Feb	1987	314	Jan	1989	337	Dec	1990
292	Mar	1987	315	Feb	1989	338	Jan	1991
293	Apr	1987	316	Mar	1989	339	Feb	1991
294	May	1987	317	Apr	1989	340	Mar	1991
295	Jun	1987	318	May	1989	341	Apr	1991
296	Jul	1987	319	Jun	1989	342	May	1991
297	Aug	1987	320	Jul	1989	343	Jun	1991
298	Sep	1987	321	Aug	1989	344	Jul	1991
299	Oct	1997	322	Sep	1989	345	Aug	1991
300	Nov	1987	323	Oct	1989	346	Sep	1991

© Economist Intelligence Unit

Alphabetical list of product groups covered in Trade Reviews

	Former West Germany & Italy			Belgium, France & the Netherlands		
	Issue	Date		Issue	Date	
Audio Visual Equipment	322	Sep	89	319	Jun	89
	334	Sep	90	331	Jun	90
	346	Sep	91	343	Jun	91
Beer	314	Jan	89	311	Oct	88
	326	Jan	90	323	Oct	89
	338	Jan	91	335	Oct	90
Carpets	312	Nov	88	315	Feb	89
	324	Nov	89	327	Feb	90
	336	Nov	90	339	Feb	91
Cleaning Products	316	Mar	89	313	Dec	88
	328	Mar	90	325	Dec	89
	340	Mar	91	337	Dec	90
Clothing	318	May	89	321	Aug	89
	330	May	90	333	Aug	90
	342	May	91	345	Aug	91
Confectionery	320	Jul	89	317	Apr	89
	332	Jul	90	329	Apr	90
	344	Jul	91	341	Apr	91
Cosmetics	316	Mar	89	313	Dec	88
	328	Mar	90	325	Dec	89
	340	Mar	91	337	Dec	90
Dairy Products	320	Jul	89	317	Apr	89
	332	Jul	90	329	Apr	90
	344	Jul	91	341	Apr	91
Electrical Domestic Appliances	322	Sep	89	319	Jun	89
	334	Sep	90	331	Jun	90
	346	Sep	91	343	Jun	91
Fish – Preserved	320	Jul	89	317	Apr	89
	332	Jul	90	329	Apr	90
	344	Jul	91	341	Apr	91
Footwear	318	May	89	321	Aug	89
	330	May	90	333	Aug	90
	342	May	91	345	Aug	91
Fruit – Preserved	320	Jul	89	317	Apr	89
	332	Jul	90	329	Apr	90
	344	Jul	91	341	Apr	91
Furnishings	312	Nov	88	315	Feb	89
	324	Nov	89	327	Feb	90
	336	Nov	90	339	Feb	91
Furniture	312	Nov	88	315	Feb	89
	324	Nov	89	327	Feb	90
	336	Nov	90	339	Feb	91

© Economist Intelligence Unit

	Former West Germany & Italy			Belgium, France & the Netherlands		
	Issue	Date		Issue	Date	
Knitwear	318	May	89	321	Aug	89
	330	May	90	333	Aug	90
	342	May	91	345	Aug	91
Meat – Preserved	320	Jul	89	317	Apr	89
	332	Jul	90	329	Apr	90
	344	Jul	91	341	Apr	91
Pharmaceuticals	316	Mar	89	313	Dec	88
	328	Mar	90	325	Dec	89
	340	Mar	91	337	Dec	90
Soft Drinks	314	Jan	89	311	Oct	88
	326	Jan	90	323	Oct	89
	338	Jan	91	335	Oct	90
Spirits	314	Jan	89	311	Oct	88
	326	Jan	90	323	Oct	89
	338	Jan	91	335	Oct	90
Toiletries	316	Mar	89	313	Dec	88
	328	Mar	90	325	Dec	89
	340	Mar	91	337	Dec	90
Vegetables – Preserved	320	Jul	89	317	Apr	89
	332	Jul	90	329	Apr	90
	344	Jul	91	341	Apr	91
Washing Powder	316	Mar	89	313	Dec	88
	328	Mar	90	325	Dec	89
	340	Mar	91	337	Dec	90
Wine	314	Jan	89	311	Oct	88
	326	Jan	90	323	Oct	89
	338	Jan	91	335	Oct	90

© Economist Intelligence Unit

Alphabetical Index of Market Surveys

Subject	Country & Issue	Date
Anoraks & Parkas	G 297	Aug 87
Appliances — Small Electrical	N 307	Jun 88
—	I 316	Mar 89
—	G 325	Dec 89
—	B 340	Mar 91
Baby Foods	G 278	Jan 86
Babywear & Children's Clothing	F 279	Feb 86
—	I 324	Nov 89
—	F 336	Nov 90
Batteries — Dry-Cell	G 324	Nov 89
—	I 336	Nov 90
Beer	I 314	Jan 89
—	B 320	Jul 89
Biscuits	I 293	Apr 87
—	G 308	Jul 88
Bottled Vegetables	G 311	Oct 88
Breakfast Cereals	N 281	Apr 86
Cameras (Photographic Products)	N 324	Nov 89
Canned Soups	G 320	Jul 89
Canned & Packet Soup	F 293	Apr 87
Canned Vegetables	F 287	Oct 86
—	G 311	Oct 88
Carpeting	N 306	May 88
Carpets	I 309	Aug 88
—	G 321	Aug 89
Cassettes & Records	G 285	Aug 86
—(Video) & Video Equipment	N 310	Sep 88
Cheese	G 311	Oct 88
Cereals (Breakfast)	N 281	Apr 86
Children's Clothing —& Babywear	F 279	Feb 86
—	I 324	Nov 89
—	F 336	Nov 90
Chocolate	I 305	Apr 88
Chocolate Confectionery	F 284	Jul 86
—	N 308	Jul 88
—(Confectionery)	G 299	Oct 87
Cigarettes	B 278	Jan 86
—	I 290	Jan 87
—	S 293	Apr 87
—	G 305	Apr 88
—	F 308	Jul 88
Cleaning & Maintenance Products — Household	N 295	Jun 87
—	I 328	Mar 90
Clothing — Children's & Babywear	F 279	Feb 86
— Women's Suits & Outfits	F 321	Aug 89
Coffee	I 311	Oct 88
Compact Disc Players & Hi-Fi	G 292	Mar 87
Compact Disc Players, TV & Video Recorders	B 304	Mar 88
Computers — Home	I 286	Sep 86
— Home & Personal	F 291	Feb 87
— Home & Personal	G 315	Feb 89
—	I 346	Sep 91
Confectionery (Chocolate)	F 284	Jul 86
—	I 305	Apr 88
—	N 308	Jul 88
—	G 341	Apr 91
Conserves (Fruit Juices &)	I 323	Oct 89
Cooking Appliances	I 298	Sep 87
—	F 319	Jun 89
—(Domestic Appliances)	S 283	Jun 86
—(White Goods)	S 322	Sep 89
Cosmetics — Retail Distribution of	B 286	Sep 86
— Sun	G 280	Mar 86
Credit Cards	G 310	Sep 88
—(Plastic Money)	B 330	May 90
Dental Hygiene Products	I 289	Dec 86
—	N 292	Mar 87
Detergents	I 331	Jun 90
—& Soaps	G 337	Dec 90
Dietetic Foods	I 314	Jan 89
Dishwashers	I 319	Jun 89
—	F 328	Mar 90
—	G 343	Jun 91
—(Domestic Appliances)	S 283	Jun 86
—(—)	S 322	Sep 89
—& Washing Machines	N 298	Sep 87

© Economist Intelligence Unit

Subject	Country & Issue	Date
Disposable Nappies	F 280	Mar 86
Disposable Paper Products	G 289	Dec 86
—	I 322	Sep 89
—	G 340	Mar 91
Distribution (Retail)		
—(Grocery Products)	G 314	Jan 89
—	Ir 296	Jul 87
—	S 317	Apr 89
—	P 318	May 89
—(Mail Order)	I 325	Dec 89
—(Mail Order)	G 326	Jan 90
—(Mail Order)	N 327	Feb 90
—(Mail Order)	B 328	Mar 90
Distribution of Cosmetics & Toiletries	B 286	Sep 86
Distribution of Food		
— Multiple Grocery	I 305	Apr 88
— Grocery Products	G 314	Jan 89
Do-It-Yourself	N 285	Aug 86
—	B 301	Dec 87
Domestic Appliances	S 283	Jun 86
—	S 322	Sep 89
—(Small)	I 316	Mar 89
Drinks - Soft	N 284	Jul 86
—	I 296	Jul 87
—	F 302	Jan 88
—	G 329	Apr 90
Dry Cell Batteries		
—	G 324	Nov 89
—	I 336	Nov 90
Dryers & Washing Machines	F 298	Sep 87
Edible Oils	G 278	Jan 86
Electrical Appliances — Small		
—	N 307	Jun 88
—	I 316	Mar 89
—	G 325	Dec 89
—	B 340	Mar 91
Fast Food	F 296	Jul 87
—	B 299	Oct 87
—	I 302	Jan 88
—	N 302	Jan 88
Food — Retail Distribution of		
—	I 305	Apr 88
—(Grocery Products)	G 314	Jan 89
Footwear	I 282	May 86
—	G 291	Feb 87
—	F 312	Nov 88
—	I 333	Aug 90
Foundation Garments & Lingerie	F 306	May 88
Franchising - Retail	F 282	May 86
Freezers & Refrigerators	F 286	Sep 86
—	N 319	Jun 89
—	G 337	Dec 90
—	F 340	Mar 91
—(Domestic Appliances)	S 283	Jun 86
—(Domestic Appliances)	S 322	Sep 89
Frozen Foods	S 281	Apr 86
—	I 290	Jan 87
—	S 326	Jan 90
—	B 341	Apr 91
—	G 335	Oct 90
—	N 335	Oct 90
—	F 344	Jul 91
Fruit Juices & Mineral Water	G 290	Jan 87
—& Conserves	I 323	Oct 89
Furniture		
—(Kitchen)	I 300	Nov 87
Games & Toys	I 315	Feb 89
—	G 339	Feb 91
Garden Chemicals	B 288	Nov 86
Garden Products	B 294	May 87
—	G 330	May 90
Grocery Retailing		
—(Multiple)	I 305	Apr 88
—	G 314	Jan 89
Hair Care Products	G 331	Jun 90
—	N 283	Jun 86
—	F 313	Dec 88
—	I 334	Sep 90
—	B 346	Sep 91
Health Foods	G 317	Apr 89
—	I 314	Jan 89
Hi-Fi & Compact Disc Players	G 292	Mar 87
Home Computers	I 286	Sep 86
—	F 291	Feb 87
—	G 315	Feb 89
—	I 346	Sep 91
Home Shopping in West Germany, France & Italy	*Special*	May 91
Hosiery	F 300	Nov 87
—(Women's)	I 330	May 90
—	F 339	Feb 91

Subject	Country & Issue	Date
Hosiery, Knitwear & Underwear	G 303	Feb 88
—	I 303	Feb 88
Hotels	G 306	May 88
Household Cleaning Products	N 295	Jun 87
—	I 328	Mar 90
Household Medicines	I 343	Jun 91
Household Paper Products	G 289	Dec 86
—	I 322	Sep 89
—	G 340	Mar 91
Ice Cream & Other Ice Products	F 332	Jul 90
Jeans & Corduroy Trousers	G 300	Nov 87
Jewellery	I 339	Feb 91
Juices (Fruit) & Conserves	I 323	Oct 89
Kitchen Furniture	I 300	Nov 87
Knitwear	F 294	May 87
—	I 303	Feb 88
—	G 303	Feb 88
—	N 318	May 89
Laundry Dryers & Washing Machines	F 298	Sep 87
—	G 295	Jun 87
Lingerie (& Foundation Garments)	F 306	May 88
Liqueurs (& Spirits)	N 338	Jan 91
Mail Order	I 325	Dec 89
—	G 326	Jan 90
—	N 327	Feb 90
—	B 328	Mar 90
—	F 334	Sep 90
Mail Order in West Germany France & Italy	*Special*	May 91
Maintenance & Cleaning Products — Household	N 295	Jun 87
Meats (preserved)	I 344	Jul 91
Men's Outerwear	F 367	Feb 86
—	G 285	Aug 86
Men's Shirts	I 288	Nov 86
—	G 312	Nov 88
—	F 342	May 91
Micro Computers	F 291	Feb 87
Microwave Ovens	F 292	Mar 87
—	I 307	Jun 88
—	G 316	Mar 89
—	N 322	Sep 89
Mineral Water & Fruit Juices	G 290	Jan 87
Nappies — Disposable	F 280	Mar 86
—(Disposable Paper Products)	I 322	Sep 89
—(Disposable Paper Products)	G 340	Mar 91
Oils — Edible	G 278	Jan 86
Oral Hygiene Products	I 289	Dec 86
—	N 292	Mar 87
OTC (Household) Medicines	I 343	Jun 91
—	N 346	Sep 91
Outerwear — Men's	I 279	Feb 86
—	G 285	Aug 86
—	G 333	Aug 90
— Women's	F 288	Nov 86
—	G 294	May 87
—	N 297	Aug 87
—	I 303	Feb 88
—	G 345	Aug 91
—(Suits & Outfits)	F 321	Aug 89
Paints & Varnishes	I 304	Mar 88
—	B 316	Mar 89
Paper Products	G 289	Dec 86
—	I 322	Sep 89
—	G 340	Mar 91
Paper Stationery	I 301	Dec 87
Parkas & Anoraks	G 297	Aug 87
Perfumery Products	F 301	Dec 87
—	G 337	Dec 90
Personal Computers	F 291	Feb 87
—	G 315	Feb 89
—	I 346	Sep 91
Pet food	G 281	Apr 86
—	B 338	Jan 91
—	G 344	Jul 91
Pharmaceuticals	B 280	Mar 86
—	F 289	Dec 86
—	G 310	Sep 88
—	N 346	Sep 91
Photographic Products	F 289	Dec 86
—	G 310	Sep 88
—	N 324	Nov 89
—	I 342	May 91
Plastic Money	B 330	May 90
Preserved Meats	I 344	Jul 91
Preserved Vegetables & Tomato Products	I 329	Apr 90

© Economist Intelligence Unit

Subject	Country & Issue	Date
Radios & Televisions	I 313	Dec 88
Records & Cassettes	G 285	Aug 86
—(Records, CDs, Video & Audio Cassettes)	G 327	Feb 90
Refrigerators & Freezers	N 319	Jun 89
—	F 286	Sep 86
—	G 337	Dec 90
—	F 340	Mar 91
—(Domestic Appliances)	S 283	Jun 86
—(—)	S 322	Sep 89
Retail Distribution	Ir 296	Jul 87
—	S 317	Apr 89
—	P 318	May 89
—(Mail Order)	I 325	Dec 89
—(Mail Order)	G 326	Jan 90
—(Mail Order)	F 334	Sep 90
Retail Distribution of Food		
— Multiple Grocery	I 305	Apr 88
— Grocery Products	G 314	Jan 89
Retail Distribution of Cosmetics & Toiletries	B 286	Sep 86
Retail Franchising	F 282	May 86
Retailing & Wholesaling in Hungary	*Special*	Mar 91
Shirts	I 288	Nov 86
—	G 312	Nov 88
	F 342	May 91
Small Electrical Appliances	N 307	Jun 88
—	I 316	Mar 89
—	G 325	Dec 89
—	B 340	Mar 91
Snack Products	G 287	Oct 86
Soaps & Detergents	G 337	Dec 90
Soft Drinks	N 284	Jul 86
—	I 296	Jul 87
—	I 335	Oct 90
—	F 302	Jan 88
—	G 329	Apr 90
Soup (Canned)	G 320	Jul 89
Soup (Packet & Canned)	F 293	Apr 87
—	G 320	Jul 89
Spirits	I 320	Jul 89
—(& Liqueurs) Part 1	F 317	Apr 89
—(& Liqueurs) Part 2	F 323	Oct 89
—	G 332	Jul 90
—	N 338	Jan 91
Sportswear	G 279	Feb 86
—	B 297	Aug 87
—	F 309	Aug 88
—	I 312	Nov 88
—	N 345	Aug 91
Stationery (Paper based)	I 301	Dec 87
Suits & Outfits (women's)	F 321	Aug 89
—(Men's)	F 327	Feb 90
Sun Cosmetics	G 280	Mar 86
Tableware (Ceramic)	B 307	Jun 88
Tapes (Records & Tapes)	G 285	Aug 86
—(Records, CDs, Video & Audio Cassettes)	G 327	Feb 90
Tea	G 329	Apr 90
Televisions & Radios	I 313	Dec 88
TV Sets	G 283	Jun 86
—	F 325	Dec 89
TV Sets & Video Cassette Recorders	I 286	Sep 86
—	B 304	Mar 88
Tobacco Products	I 290	Jan 87
—	S 293	Apr 87
—	G 305	Apr 88
—	F 308	Jul 88
Toiletries & Cosmetics —(Retail Distribution of)	B 286	Sep 86
Tomatoes (Preserved & Vegetable Products)	I 329	Apr 90
Toothpaste	I 289	Dec 86
—	N 292	Mar 87
—	F 304	Mar 88
Toys & Games	I 315	Feb 89
—	G 339	Feb 91
Trousers — Jeans & Corduroys	G 300	Nov 87
Underwear, Hosiery & Knitwear	G 303	Feb 88
—	I 303	Feb 88
Vacuum Cleaners	G 331	Jun 90
—	I 334	Sep 90
Varnishes (& Paints)	I 304	Mar 88
—	B 316	Mar 89
Vegetables — Canned	F 287	Oct 86
— Canned & Bottled	G 311	Oct 88
—(Preserved & Tomato Products)	I 329	Apr 90
Video Cassette Recorders — & TV, Home Video	I 286	Sep 86
— & TV, Compact Disc Players	B 304	Mar 88
—& TV Sets	G 343	Jun 91

© Economist Intelligence Unit

Subject	Country & Issue	Date
Video Cassettes, Records & Cassettes	G 285	Aug 86
Video Equipment	N 310	Sep 88
Washing Machines (Domestic Appliances)	S 283	Jun 86
—(—)	S 322	Sep 89
—& Dishwashers	N 298	Sep 87
—& Dryers	F 298	Sep 87
—	G 295	Jun 87
White Goods	S 283	Jun 86
—	S 322	Sep 89
Wine	G 326	Jan 90
Women's Hosiery	I 330	May 90
Women's Outerwear	F 288	Nov 86
—	G 294	May 87
—	N 297	Aug 87
—	I 303	Feb 88
—	G 345	Aug 91
Women's Suits & Outfits	F 321	Aug 89

© Economist Intelligence Unit

Alphabetical Index of Retailer Profiles

Subject	Country & Issue	Date
Carrefour	F 338	Jan 91
Darty	F 313	Dec 88
Delhaize Le Lion	B 332	Jul 90
Louis Delhaize	B 332	Jul 90
Euromercato	I 318	May 89
FNAC	F 313	Dec 88
GIB Group	B 315	Feb 89
Groupe Casino	F 338	Jan 91
Hertie	G 333	Aug 90
Horten AG	G 323	Oct 89
Karstadt	G 318	May 89
Kaufhof	G 333	Aug 90
Standa	I 318	May 89

Special Market Surveys

Retailing & Wholesaling in Hungary	Mar 91
Home Shopping in West Germany, France & Italy — A Survey of Mail Order & Distance Selling	May 91

© Economist Intelligence Unit

Index of Market Surveys and Retailer Profiles by Country

	Issue	Date
BELGIUM		
Appliances — Small Electrical	340	Mar 91
Beer	320	Jul 89
Cigarettes	278	Jan 86
Compact Disc Players, TV & Video Recorders	304	Mar 88
Cosmetics — Retail Distribution of	286	Sep 86
Credit Cards (Plastic Money)	330	May 90
Distribution of Cosmetics & Toiletries	286	Sep 86
Do-It-Yourself	301	Dec 87
Electrical Appliances — Small	340	Mar 91
Fast Food	299	Oct 87
Frozen Food	341	Apr 91
Garden Chemicals	288	Nov 86
Garden Products	294	May 87
Hair Care Products	346	Sep 91
Mail Order	328	Mar 90
Paints & Varnishes	316	Mar 89
Pharmaceuticals	338	Jan 91
Plastic Money	330	May 90
Retail Distribution — Cosmetics & Toiletries	286	Sep 86
Retailer Profiles —Delhaize Le Lion	332	Jul 90
—Louis Delhaize	332	Jul 90
— GIB Group	315	Feb 89
Small Electrical Appliances	340	Mar 91
Sportswear	297	Aug 87
TV Sets & Video Cassette Recorders	304	Mar 88
Toiletries — Retail Distribution of	286	Sep 86
Varnishes (& Paints)	316	Mar 89
Video Cassette Recorders & TV Sets	304	Mar 88
White Goods & Small Electrical Appliances	340	Mar 91
FRANCE		
Babywear & Children's Clothing	279	Feb 86
Canned Vegetables	287	Oct 86
Children's Clothing & Babywear	336	Nov 90
Chocolate Confectionery	284	Jul 86
Cigarettes	308	Jul 88
Clothing — Children's & Babywear	336	Nov 90
— Women's Suits etc	321	Aug 89
Computers - Home & Micro	291	Feb 87
Confectionery (Chocolate)	284	Jul 86
Cooking Appliances	319	Jun 89
Dishwashers	328	Mar 90
Disposable Nappies	280	Mar 86
Drinks (Soft)	302	Jan 88
Dryers & Washing Machines	298	Sep 87
Fast Food	296	Jul 87
Footwear	312	Nov 88
Foundation Garments (& Lingerie)	306	May 88
Franchising - Retail	282	May 86
Freezers & Refrigerators	340	Mar 91
Frozen Food	344	Jul 91
Hair Care Products	313	Dec 88
Home & Micro Computers	291	Feb 87
Hosiery	339	Feb 91
Ice Cream & Other Ice Products	332	Jul 90
Knitwear	294	May 87
Laundry Dryers & Washing Machines	298	Sep 87
Lingerie (& Foundation Garments)	306	May 88
Liqueurs & Spirits (Part 1)	317	Apr 89

© Economist Intelligence Unit

	Issue	Date
—(Part 2)	323	Oct 89
Mail Order	334	Sep 90
Men's Outerwear	267	Feb 85
Men's Shirts	342	May 91
Micro & Home Computers	291	Feb 87
Microwave Ovens	292	Mar 87
Nappies — Disposable	280	Mar 86
Outerwear - Women's	288	Nov 86
—(Suits & Outfits)	321	Aug 89
Perfumery Products	301	Dec 87
Personal Computers	291	Feb 87
Pharmaceuticals	289	Dec 86
Photographic Products	289	Dec 86
Refrigerators & Freezers	340	Mar 91
Retail Franchising	282	May 86
Retailer Profiles		
—Carrefour	338	Jan 91
—Darty	313	Dec 88
—FNAC	313	Dec 88
Shirts - Men's	342	May 91
Soft Drinks	302	Jan 88
Soup	293	Apr 87
Spirits & Liqueurs (Part 1)	317	Apr 89
—(Part 2)	323	Oct 89
Sportswear	309	Aug 88
Suits & Outfits (Women's)	321	Aug 89
—(Men's)	327	Feb 90
Tobacco Products	308	Jul 88
Toothpaste	304	Mar 88
TV Sets	325	Dec 89
Vegetables — Canned	287	Oct 86
Washing Machines & Dryers	298	Sep 87
Women's Outerwear	288	Nov 86

REPUBLIC OF IRELAND

Retailing	296	Jul 87

ITALY

Appliances — Small Electrical	316	Mar 89
Beer	314	Jan 89
Biscuits	293	Apr 87
Carpets	309	Aug 88
Children's Clothing & Babywear	324	Nov 89
Chocolate	305	Apr 88
Cigarettes	290	Jan 87
Cleaning Products — Household	328	Mar 90
Coffee	311	Oct 88
Computers — Home & TV	346	Sep 91
Confectionery	305	Apr 88
Conserves (Fruit Juices &)	323	Oct 89
Cooking Appliances	298	Sep 87
Dental Hygiene Products	289	Dec 86
Detergents	331	Jun 90
Dietetic Foods	314	Jan 89
Dishwashers	296	Jul 87
—	319	Jun 89
Disposable Paper Products	322	Sep 89
Distribution — (Mail Order)	325	Dec 89
— (Multiple Grocery)	305	Apr 88
Domestic Appliances — Small	316	Mar 89
Drinks (Soft)	296	Jul 87
Electrical Appliances (Small)	316	Mar 89
Fast Food	302	Jan 88
Food — Retail Distribution of	305	Apr 88
Footwear	282	May 86
Frozen Food	290	Jan 87
Fruit Juices & Conserves	323	Oct 89
Furniture (Kitchen)	300	Nov 87
Games & Toys	315	Feb 89
Grocery Retailing (Multiple)	305	Apr 88
Hair Care Products	334	Sep 90
Home Computers	286	Sep 86
—	346	Sep 91
Hosiery, Knitwear & Underwear	303	Feb 88
—(Women's)	330	May 90
Household Cleaning Products	328	Mar 90
Household Medicines	343	Jun 91
Household Paper Products	322	Sep 89
Jewellery	339	Feb 91
Juices (Fruit) & Conserves	323	Oct 89
Kitchen Furniture	300	Nov 87
Knitwear	303	Feb 88
Mail Order	325	Dec 89
Meats (Preserved)	344	Jul 91
Men's Outerwear	279	Feb 86
Men's Shirts	288	Nov 86

© Economist Intelligence Unit

	Issue	Date
Microwave Ovens	307	Jun 88
Oral Hygiene Products	289	Dec 86
OTC (Household) Medicines	343	Jun 91
Outerwear — Men's	279	Feb 86
—(Women's)	303	Feb 88
Paints & Varnishes	304	Mar 88
Paper Products	322	Sep 89
Paper Stationery	301	Dec 87
Personal Computers	346	Sep 91
Photographic Products	342	May 91
Preserved Meats	344	Jul 91
Preserved Vegetables & Tomato Products	329	Apr 90
Radios & Televisions	313	Dec 88
Retail Distribution		
—(Multiple Grocery)	305	Apr 88
—(Mail Order)	325	Dec 89
Retailer Profiles		
— Standa	318	May 89
— Euromercato	318	May 89
Shirts	288	Nov 86
Small Electrical Appliances	316	Mar 89
Soft Drinks	335	Oct 90
Spirits	320	Jul 89
Sportswear	312	Nov 88
Stationery (Paper-based)	301	Dec 87
Televisions & Radios	313	Dec 88
TV Sets & Video Cassette Recorders	286	Sep 86
Tobacco Products	290	Jan 87
Tomatoes (Preserved & Vegetable Products)	329	Apr 90
Toothpaste	289	Dec 86
Toys & Games	315	Feb 89
Trousers — Leisure & Jeans	276	Nov 85
Underwear, Hosiery & Knitwear	303	Feb 88
Vacuum Cleaners	334	Sep 90
Varnishes (& Paints)	304	Mar 88
Video Cassette Recorders & TV sets	286	Sep 86
Women's Hosiery	330	May 90
Women's Outerwear	303	Feb 88

	Issue	Date
NETHERLANDS		
Breakfast Cereals	821	Apr 86
Cameras (Photographic Products)	324	Nov 89
Carpeting	306	May 88
Cereals — Breakfast	281	Apr 86
Chocolate Confectionery	299	Oct 87
Cleaning & Maintenance Products — Household	295	Jun 87
Confectionery	308	Jul 88
Dishwashers & Washing Machines	298	Sep 87
Distribution (Mail Order)	327	Feb 90
Do-It-Yourself	285	Aug 86
Drinks — Soft	284	Jul 86
Electrical Appliances (Small)	307	Jun 88
Fast Food	302	Jan 88
Freezers & Refrigerators	319	Jun 89
Frozen Food	335	Oct 90
Hair Care Products	283	Jun 86
Household Cleaning & Maintenance Products	295	Jun 87
Household Medicines	346	Sep 91
Knitwear	318	May 89
Liqueurs (& Spirits)	328	Jan 91
Mail Order	327	Feb 90
Maintenance & Cleaning Products — Household	295	Jun 87
Microwave Ovens	322	Sep 89
Oral Hygiene Products	292	Mar 87
OTC (Household) Medicines	346	Sep 91
Outerwear — Women's	297	Aug 87
Photographic Products	324	Nov 89
Refrigerators & Freezers	319	Jun 89
Small Electrical Appliances	307	Jun 88
Soft Drinks	284	Jul 86
Spirits & Liqueurs	338	Jan 91
Sportswear	345	Aug 91
Toothpaste	292	Mar 87

© Economist Intelligence Unit

	Issue	Date
Video Equipment	310	Sep 88
Washing Machines & Dishwashers	298	Sep 87
Women's Outerwear	297	Aug 87
PORTUGAL		
Retailing	318	May 89
SPAIN		
Cigarettes & Tobacco Products	293	Apr 87
Domestic Appliances (Cookers, Dishwashers, Freezers, Refrigerators & Washing Machines)	283	Jun 86
—	322	Sep 89
Frozen Food	281	Apr 86
—	326	Jan 90
Retailing	317	Apr 89
WEST GERMANY (***Unless otherwise indicated, all Market Surveys published in Marketing in Europe refer only to the former West Germany***)		
Anoraks & Parkas	297	Aug 87
Appliances (Small Electrical)	325	Dec 89
Baby Foods	278	Jan 86
Batteries — Dry Cell	324	Nov 89
Beer	284	Jul 86
Biscuits	308	Jul 88
Bottled & Canned Vegetables	311	Oct 88
Canned Soups	320	Jul 89
Canned & Bottled Vegetables	311	Oct 88
Carpets	321	Aug 89
Cassettes & Records	286	Sep 86
Cheese	311	Oct 88
Chocolate Confectionery	299	Oct 87
Cigarettes	305	Apr 88
Compact Disc Players & Hi-Fi	292	Mar 87
Computers — Home & Personal	315	Feb 89
Confectionery	341	Apr 91
Cosmetics — Sun	280	Mar 86
Credit Cards	310	Sep 88
Detergents (& Soaps)	337	Dec 90
Dishwashers	343	Jun 91
Disposable Paper Products	289	Dec 86
Distribution		
—Grocery Products	314	Jan 89
—Mail Order	326	Jan 90
Drinks — Soft	329	Apr 90
Dry Cell Batteries	325	Dec 89
Edible Oils	278	Jan 86
Footwear	291	Feb 87
Freezers & Refrigerators	337	Dec 90
Frozen Food	335	Oct 90
Fruit Juices & Mineral Water	290	Jan 87
Games & Toys	339	Feb 91
Garden Products	330	May 90
Grocery Products (Retailing)	314	Jan 89
Hair Care Products	331	Jun 90
Health Foods	317	Apr 89
Hi-Fi & Compact Disc Players	292	Mar 87
Home Computers	315	Feb 89
Hosiery, Knitwear & Underwear	303	Feb 88
Hotels	306	May88
Household Paper Products	289	Dec 86
Jeans & Corduroy Trousers	300	Nov87
Knitwear	303	Feb 88
Laundry Dryers & Washing Machines	295	Jun 87
Mail Order	326	Jan 90
Men's Outerwear	285	Aug 86
—(Shirts)	312	Nov 88
Microwave Ovens	316	Mar 89
Mineral Water & Fruit Juices	290	Jan 87
Oils — Edible	278	Jan 86
Outerwear — Men's	285	Aug 86
—	333	Aug 90
— Women's	294	May 87
—	345	Aug 91
Paper Products — Disposable	286	Dec 86
Parkas & Anoraks	297	Aug 87
Perfumery Products	337	Dec 90
Personal Computers	315	Feb 89
Petfoods	281	Apr 86
Pharmaceuticals	344	Jul 91
Photographic Products	310	Sep 88

© Economist Intelligence Unit

	Issue	Date
Records & Cassettes	286	Sep 86
—(Records, CDs, Video & Audio Cassettes)	327	Feb 90
Refrigerators & Freezers	337	Dec 90
Retail Distribution		
—Grocery Products	314	Jan 89
—Mail Order	326	Jan 90
Retailer Profiles		
—Hertie	333	Aug 90
—Horten	323	Oct 89
—Karstadt	318	May 89
—Kaufhof	333	Aug 90
Shirts	312	Nov 88
Small Electrical Appliances	325	Dec 89
Snack Products	287	Oct 86
Soup and Detergents	337	Dec 90
Soft Drinks	329	Apr 90
Soup — Canned	320	Jul 89
Spirits	332	Jul 90
Sportswear	279	Feb 86
Sun Cosmetics	280	Mar 86
Tapes (Records &)	285	Aug 86
—(Records, CDs, Video & Audio Cassettes)	327	Feb 90
Tea	329	Apr 90
TV Sets	283	Jun 86
Tobacco Products	305	Apr 88
Toys & Games	339	Feb 91
Trousers (Jeans & Corduroys)	300	Nov 87
Underwear, Hosiery & Knitwear	303	Feb 88
Vacuum Cleaners	331	Jun 90
Vegetables (Canned & Bottled)	311	Oct 88
Video Cassette Recorders (& TV Sets)	343	Jun 91
Video Cassettes & Records	286	Aug 86
Washing Machines & Dryers	295	Jun 87
Wine	326	Jan 90
Women's Outerwear	294	May 87
—	345	Aug 91

© Economist Intelligence Unit

Retail Business

CONTENTS

Retail Business is a complete information service on consumer goods markets and the retail trade in the UK. Its reports and features provide original research which, combined with published statistics, gives a detailed analysis and guide to future trends and prospects for various product markets or trade sectors.

Major market surveys include the results of specially commissioned market research providing exclusive information on customer buying and ownership patterns.

A subscription to Retail Business provides a continually expanding and up-to-date data base, affording ready access to market intelligence on virtually all consumer goods markets and retail sectors.

FORMAT

Retail Business is published in two parts: the monthly **Market Reports** and the quarterly **Retail Trade Reviews**.

Market Reports: Each issue contains surveys of four consumer goods markets plus a product sector overview, technology review or economic review.

Retail Trade Reviews: Each issue contains statistical analysis and forecasts for individual retail trade sectors. Each sector is reviewed once a year and there is a major annual review of UK retailing in the second quarter issue published in June. **Company Profiles** of some of the leading participants in each sector are provided each quarter.

SUBSCRIPTION RATES

(until Dec 31, 1992)
All prices inclusive of airmail postage

	Europe, Middle East & Africa (£)	The Americas & Asia/Pacific (US$)
Complete Service		
12 Market Reports & 4 Retail Trade Reviews	475	895
Retail Business Market Reports		
12 Issues	365	695
Single copies	97	185
Retail Trade Reviews		
4 Issues	190	365
Single copies	97	185

© Economist Intelligence Unit

European Retail

Published fortnightly, **EUROPEAN RETAIL** is the only newsletter which gives the retail industry regular news and analysis of how retailers, and their suppliers, are adjusting to the new pressures from the single market.

The main focus of the newsletter is to report on the strategic thinking in the major retail groups in preparation for the full effects of the single market. It carries reports on all major national and international moves in the European retail industry and the reasons and tactics behind these moves.

As retail markets across Europe experience fluctuating trading conditions, can you afford to be ill-informed as to the various movements and trends in any one country or market segment? Every two weeks **EUROPEAN RETAIL** brings you the most topical news — news that will help you plan your response to increased competition... news of your competitors' activities... news of who could soon be a competitor.

EUROPEAN RETAIL will also help you to spot new opportunities — an interesting trend in one country or market that you could use effectively in another... a gap in the market that you can quickly develop and exploit.

The Economist Intelligence Unit has had a long involvement with retail and consumer markets — **Retail Business**, our UK retail title, was first published in 1958, followed by **Marketing in Europe** in 1964. This has created a solid research base on which to develop this new publication — giving you the best tools with which to monitor, analyse and predict market fluctuations and the implications for your business, in areas such as:

- **cross border deals**
- **international buying groups**
- **legislation**
- **new trading conditions**

EUROPEAN RETAIL has regular country, industry and demographic surveys and features, and carries two pages on the personalities and politics of the European Commission and its directives and regulations as they relate to the retail industry.

COVERAGE

- **NEWS — WHO IS DOING WHAT WHERE**

  EUROPEAN RETAIL reports on the changes in the retail industry. With correspondents placed in most European countries, it brings you the latest information on major cross border moves, as well as any significant shifts within any national market of the Community.

- **ANALYSIS**

  EUROPEAN RETAIL looks behind the news and explains:
  — what is happening where?
  — who is involved?
  — why it is important?
  — and what does it means for you?

- **INTERVIEWS — Their Hopes and Fears**

  Discover what Europe's top retailers have to say about their hopes and fears for the future. And judge for yourself which controversial new ideas will become the success stories of the 1990s, and which will fall flat.

- **BRUSSELS — The People, the Politics and the Laws**

  It tells you what Brussels and other EC departments are discussing and predicts the results long before they reach the statute book. It keeps you informed on:
  — the national trade groupings that are lobbying the Commission to protect their home markets;
  — the EC officials with real power and the political forces within the Commission;
  — how you can influence the workings of the Brussels bureaucracy;

  and, as the legislation becomes more European, the information you get from our Brussels correspondents will become increasingly important.

- **COUNTRY DATABASE**

  Building up over the year, **EUROPEAN RETAIL** covers all the leading EC states, providing a breakdown of socio-economic data and retail industry information for that country.

EUROPEAN RETAIL
Price including postage: £365 Europe; US$700 The Americas; £400 Rest of World
For further information please contact Jayne Mountford
Marketing Department (ECKLA)
The Economist Intelligence Unit, 40 Duke Street, London W1A 1DW
Tel: (44 71) 493 6711 Fax: (44 71) 499 9767 Telex: 266353 EIUG

The Economist Intelligence Unit

The Economist Intelligence Unit

Business International
GLOBAL BUSINESS INFORMATION AND ADVICE

Country Reports *quarterly*
Every quarter, 92 separate reports together cover 165 countries, providing a concise and cost effective service of business orientated analysis of the latest economic indicators. In a fast changing international environment a subscription to quarterly Country Reports is one sure way of always knowing where the growth is, and where changes are going to come. Every subscription includes an annual Country Profile.

Country Profile *annual*
Each year, 108 separate Country Profiles give the economic and political structure of over 165 countries.

Business Updates *monthly*
The two bulletins, **Europe Update** and **Pacific Update,** analyse the latest statistics and forecasts on the leading economies in these regions in a single concise document, with a quarterly summary **World Trade Forecast.**

European Trends *quarterly*
Briefs subscribers about new EC legislation and interprets developments leading to the 1992 single market. With an **Annual Supplement.**

Regional Reference Series
A regularly updated series of reference works, providing detailed facts and data on the political and economic structure of individual countries together with analysis of regional trends.

Multinational Business *quarterly*
A guide to multinational corporate enterprise. Each issue contains articles on aspects of government policies specifically relevant to managers operating across frontiers.

Economic Prospects Series
In-depth reports on individual countries containing comprehensive analyses of economic performance and policy issues, followed by medium term forecasts.

EIU Briefings
A series of sharply focussed reports exploring the implications of issues in the news.

World Outlook *annual*
Provides macroeconomic forecasts of trends in the economies of over 165 countries for the year ahead.

Special Reports
Each is devoted to a single topic and provides in-depth analysis of major issues and strategies.

COMMODITY PUBLICATIONS

World Commodity Outlooks *annual*
These two volumes are concerned with trends in commodities for the year ahead: one covers **industrial raw materials** and the other **food, feedstuffs & beverages.**

Commodity Outlook Series
Assessment of the medium term outlook for single commodities, forecasting comsumption, production, stocks and prices.

World Commodity Forecasts *bi-monthly*
Provides forecasts of the prices of 26 commodities over the next 18 months.

AUTOMOTIVE PUBLICATIONS

International Motor Business *quarterly*
A research publication providing an analysis of trends in and forecasts of international automotive industries and markets.

European Motor Business *quarterly*
A research publication analysing the activity of the automotive industries of Western Europe and their national and international markets.

Japanese Motor Business *quarterly*
A research publication examining the impact of the Japanese on international markets.

Europe's Automotive Components Business *quarterly*
Analysis of issues and prospects for the components sector with news of developments by the major players, and major challenges facing the industry.

TOURISM PUBLICATIONS

Travel Industry Monitor *monthly*
A newsletter designed to survey news and developments in the travel and tourism industry: key players and markets, legislation and new technology.

Travel & Tourism Analyst *bi-monthly*
A source of regular business information and forecasts for all sectors of the industry: operators, carriers, hotels, tour operators and travel agents.

International Tourism Reports *quarterly*
Concise, detailed information on national tourism markets around the world. Four or five country reports with forecasts in each issue.

TEXTILE PUBLICATIONS

Textile Outlook International *bi-monthly*
A global intelligence service for senior textile executives. Provides industry and market analysis and company profiles. Forecasts trends and developments.

Technical Textile Markets *quarterly*
Detailed research on changes and developments in the industrial and technical textile industries around the world.

RETAILING & RETAIL MARKET PUBLICATIONS

Retail Business: Market Reports *monthly* plus Retail Trade Reviews *quarterly*
Provides detailed surveys of UK consumer goods markets every month and regular information and analysis of the retail trade by sector in the quarterly supplements.

Marketing in Europe *monthly*
Similar to *Retail Business*, covering markets in continental Western Europe.

European Retail *fortnightly*
A fortnightly newsletter devoted to news and features on retailing throughout Europe.

European Spending Quarterly
Forecasts and analysis of consumer demand in 12 countries of the EC.

OTHER TITLES

Chemical Outlook International *bi-monthly*
Detailed, global source of information for senior and middle management. It investigates and analyses the key issues, trends, developments and markets confronting the industry.

Paper & Packaging Analyst *quarterly*
Provides detailed research information and forecasts for major paper and packaging markets and end uses, with emphasis on the EC and the UK.

Rubber Trends *quarterly*
Reports on market developments, current position and future prospects. Supply and demand balances are analysed.

The Economist Intelligence Unit and **Business International**

LONDON
40 Duke Street
London W1A 1DW
United Kingdom

Tel: (+44.71) 493-6711
Telex: 266353
Fax: (+44.71) 491-2107

NEW YORK
215 Park Avenue South
New York
NY 10003, USA

Tel: (+1.212) 460-0600
Telex: 175567
Fax: (+1.212) 995-8837

HONG KONG
10th floor, Luk Kwok Centre
72 Gloucester Road, Wanchai
Hong Kong

Tel: (+852) 529-0833
Telex: 74364
Fax: (+852) 865-1554

TOKYO
4/F Pola Aoyama Building
2-5-17, Minami Aoyama
Minato-ku, Tokyo 107, Japan

Tel: (+81.3) 3404-5672
Telex: 26683
Fax: (+81.3) 3404-5698

Marketing in Europe
The Economist Intelligence U
WARE